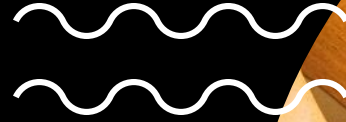




Data Collection

DESK RESEARCH

TOPIC: TRENDS





Fashion Trends

Utility: With this trend reaching an all time high in the spring/summer of 2020 we see it becoming a staple in 2021. Is it possible to hit that area of design while keeping to the norms of t-shirt design?

Nautical: A niche but prevalent trend within the high fashion community it could be a good idea to try to tackle this with a clean and stylised look that's more affordable. However, it is crucial to avoid ending with a product that's a bit too much of a gimmick or comical.

Wide: The big fashion houses have all gone in a direction of having their cut of trousers to be wide, So with a market with both fashion enthusiast and skaters (this has been prevalent in the skating community for a long time) it might be wise to market our product in a way that caters to that group.



● Online shopping behavior


With incredible increase in online shopping it's become apparent that the customer values efficiency over intricate design, so a clean and efficient buying flow would be ideal. However, it's crucial that we style it in a way that doesn't push customers away rather draws them in.

An online shop that satisfies the consumer needs tends to do better than their competitors. Customer satisfaction has shown to facilitate repeat business, so if possible, creating a system that caters to the wishes of most consumers would be beneficial for all parties.





INSIGHTS

- From my research I concluded that having both essentials and new trend options tends to be the industry norm. So tackling new trends in a unique and tactful way will be beneficial for business owners. ([Source](#))
 - Online shopping behavior has evolved into a streamlined and efficient pattern, shoppers don't like wasting time. Catering towards customer needs has shown to encourage repeat purchases. ([Source](#))
- 

OBSERVATION RESEARCH

TOPIC:
ONLINE
SHOPPING



● Online Shopping: an Observation

- While looking for stores online my subject ended up picking ([Lucy and Yak](#)) a sustainable brand with a focus on clean minimal designs.
- It took her no time to find the section she was looking for, so an easy navigation system is important.
- The first product to catch her eye was a plain white tee with a simple floral graphic, after looking through the photos, she spent a lot of time looking through the sizing chart.
- When looking at a product, she took her time with the product description.
- Next was a plain t-shirt with a bit of discoloration, still sticking to the same process.
- Seemed keen on the information regarding the model being shown i.e. the height and what size the model was wearing.
- The website design and layout promoted the product in such a way that it was the center piece of the page. Almost the only colour on the page.
- Then after a bit more browsing she ended up taking a look at a simple t-shirt with a floral design, still sticking to the same process.
- The subject found the pricing to be fair considering what went into the product.





KEY FINDINGS:

- Sticking to a seamless, clean and simple design that puts an emphasis on the product itself seems to be beneficial
- An in-depth illustration of the sizing guide is both helpful and shows that the company cares.
- Sticking to a short description of the product that conveys all the necessary information seems to be effective (material, sustainability and model info).





INTERVIEW RESEARCH

TOPIC: FASHION AND SHOPPING

- A brief introduction into what interview research is:
- Interview research is centered around asking an interviewee questions about a specific topic to gather information for that topic.

I sat down with my friend and asked her about her thoughts on several topics concerning t-shirt fashion trends and online shopping.





QUESTIONS

- What is your name, age and preferred pronouns?
 - Where are you from?
 - Do you wear t-shirts?
 - Do you try to stick to one style/aesthetic?
 - What are your thoughts on fashion trends?
 - Do you have a certain trend you love?
 - One that you dislike?
 - Do you shop online?
 - Where do you shop?
 - Would you like to see more thrift stores online?
 - What catches your eye while shopping?
 - What information do you find important to have accessible while shopping?
 - Do you think it's a great selling point to have only clothing made out of sustainable material?
- 



KEY FINDINGS:

The person I talked to is a 23 year old woman from Iceland.

She doesn't shop online that much but when she does she only shops at sites that are sustainable and inclusive. The deciding factors for her while shopping is that the product is made out of sustainable materials, colour and the cut of the clothing.

Most of her shopping, if not all, is done in second hand stores. However, she does like the accessibility of online shopping and would love to see more of a presence online.

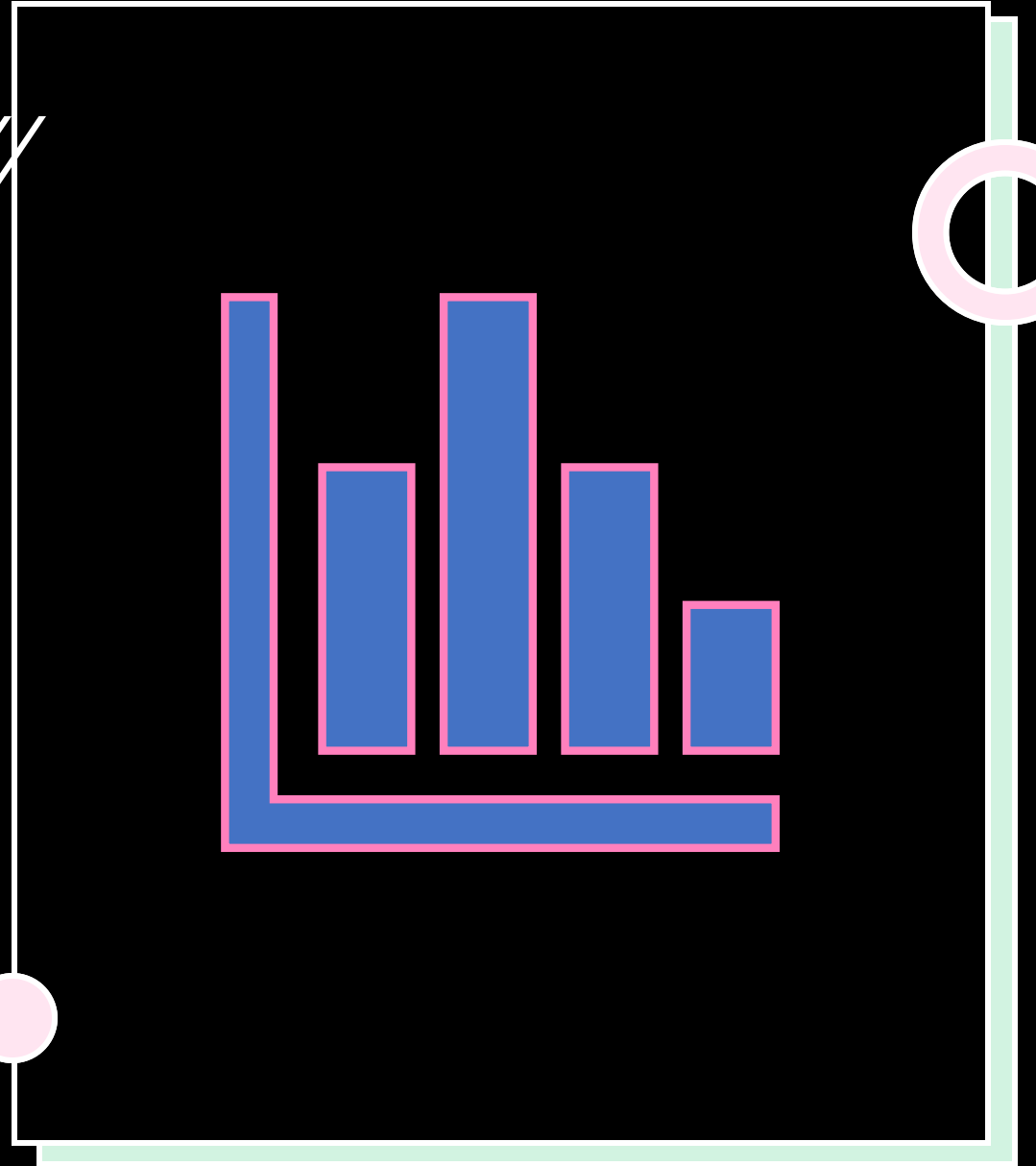
Also websites that had an in-depth sizing guide and an informative description of the product were more likely to get her business.

SURVEY RESEARCH

TOPIC: T-SHIRT SHOPPING ONLINE


Survey research is a method of research that reaches a broader audience so information about a specific topic can be gathered in a more logistical way

We took a google forms survey about t-shirts in general, style, brands, production and online shopping.





SURVEY RESULTS

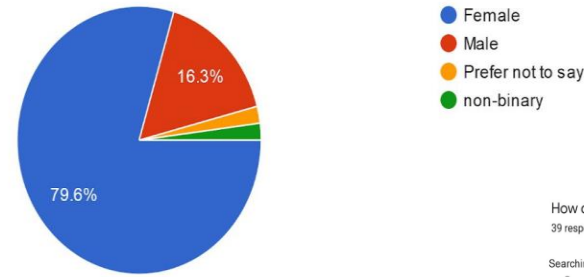
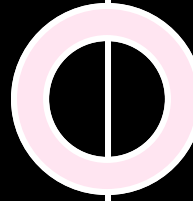
- The background of the participants had a mixed age range. However the 79.6% of them were female resulting in a quite female biased survey
 - Most of the participants have bought t-shirts online. Over half of them specified that while shopping online they tend to search for brands rather than style.
 - When asked to describe their perfect t-shirt most of the participants had some sort of preference regarding the material, if it was sustainable and how it felt. The opinion on style seemed to vary quite a bit.
- 

KEY FINDINGS:

Seeing how most of the participants were female we can operate on the fact that this caters towards that group of people, and with the varied age-range we can use this information for a large age group.

While shopping online people tend to look for specific brands, so strong branding becomes important to establish a presence online.

And after looking through the answers for the perfect t-shirt, we can conclude that material selection is the first priority with the cut of the t-shirt and the feel of it being close seconds.



How do you buy t-shirts online?

39 responses

